

EC'd Yes Last Received: 09/17/2012 4:37 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm
Advertiser () SEIU 3050 K ST NW Sales Office () PHILADELPHIA
Product S.E.I.U. WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$26,125
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA
**REPLACES HMP HL# 6847481

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	7A-9A	Buyline Comment: TODAY SHOW	:30	\$2,000.00	09/18-09/21	1	1	1	\$2,000.00	
	2	SA	6A-7A	Buyline Comment: SATURDAY EARLY AM NEWS	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	3	SA	7A-8A	Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	4	SU	6A-7A	Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
	5	SU	7A-8A	Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	6	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$400.00	09/18-09/21	1	1	1	\$400.00	
	7	TU-F	5P-530P	Buyline Comment: 5PM NEWS	:30	\$1,800.00	09/18-09/21	1	1	1	\$1,800.00	

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	19	M	11P-1135P	LATE NEWS	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	Buyline Comment: LATE NEWS											
	20	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/18-09/21	1	1	1	\$350.00	
	Buyline Comment: DAYS OF OUR LIVES											
	21	TU-F	2P-3P	THE DOCTORS	:30	\$200.00	09/18-09/21	1	1	1	\$200.00	
	Buyline Comment: THE DOCTORS											
	22	SU	1A-2A	BROTHERS & SISTERS	:30	\$75.00	09/23-09/23	1	1	1	\$75.00	
	Buyline Comment: BROTHERS & SISTERS											

---REPORT TOTALS---

Report Totals: 22 / \$26,125.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$26,125.00
Sales Totals: 22 / \$26,125.00
Station Totals: 22 / \$26,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,569	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE